

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

CORRECTED VERSION

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date
23 October 2003 (23.10.2003)

PCT

(10) International Publication Number
WO 2003/088635 A1

(51) International Patent Classification⁷: **H04M 3/42, H04Q 7/38**

(21) International Application Number:
PCT/FI2003/000271

(22) International Filing Date: **10 April 2003 (10.04.2003)**

(25) Filing Language: **English**

(26) Publication Language: **English**

(30) Priority Data:
20020728 15 April 2002 (15.04.2002) FI

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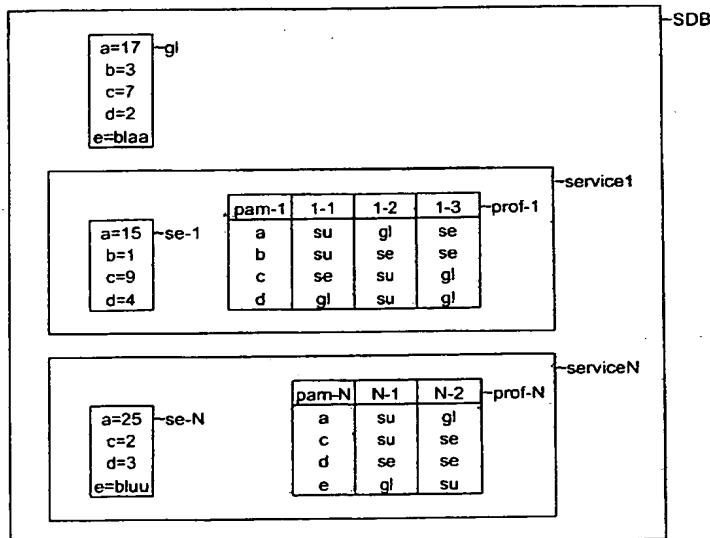
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(81) Designated States (national): AE, AG, AL, AM, AT (utility model), AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ (utility model), CZ, DE (utility model), DE, DK (utility model), DK, DM, DZ, EC, EE (utility model), EE, ES, FI (utility model), FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK (utility model), SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (regional): ARIPO utility model (GH), ARIPO patent (GH), ARIPO utility model (GM), ARIPO patent (GM), ARIPO utility model (KE), ARIPO patent (KE), ARIPO utility model (LS), ARIPO patent (LS), ARIPO utility model (MW), ARIPO patent (MW), ARIPO utility model (MZ), ARIPO patent (MZ), ARIPO utility model (SD), ARIPO patent (SD), ARIPO utility model (SL), ARIPO patent (SL), ARIPO utility model (SZ), ARIPO patent (SZ), ARIPO utility model (TZ), ARIPO patent (TZ), ARIPO utility model (UG), ARIPO patent (UG), ARIPO utility model (ZM), ARIPO patent (ZM),

[Continued on next page]

(54) Title: PERSONALIZATION OF TELECOMMUNICATIONS SERVICES



WO 2003/088635 A1

(57) **Abstract:** A method for personalizing services in a mobile communications system, the services being used on the basis of a parameter list (pam-1, pam-N) and a service data profile (1-1, 1-2, 1-3, N-1, N-2). The parameter list comprises the parameters needed for providing a service. The service data profile defines levels for the parameters in the parameter list, the parameter values being retrieved from the levels when the service is being used. The levels include, for example, global (gl), service-specific (se) and subscriber-specific (su) levels. The service data profiles of a particular service differ from one another according to the level on which the parameter values have been defined.